



Advertiser:	Priorities USA Action
Product Desc:	PRIORITIES USA ACTIO
Estimate:	1521

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$650.00		0.00			
E 4	WKYC	08/24/12	08/24/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$850.00		0.00			
E 5	WKYC	08/24/12	08/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$375.00		0.00			
E 6	WKYC	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$600.00		0.00			
E 7	WKYC	08/27/12	08/27/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$650.00		0.00			
E 8	WKYC	08/27/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$850.00		0.00			
E 9	WKYC	08/27/12	08/27/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$850.00		0.00			
E 10	WKYC	08/27/12	08/27/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$1,200.00		0.00			
E 11	WKYC	08/27/12	08/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$375.00		0.00			
E 12	WKYC	08/25/12	08/25/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-		1				\$850.00		0.00			
E 13	WKYC	08/26/12	08/26/12	Sun 12x-1x Sun 12x-1x	CM	12a-1a	-----S	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
ET WKD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$75.00		0.00			
E 14	WKYC	08/26/12	08/26/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$1,800.00		0.00			
E 15	WKYC	08/23/12	08/23/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															

Order / Rev: 699889  
 Alt Order #: 06235545  
 Flight Dates: 08/21/12 - 08/27/12

Advertiser: Priorities USA Action  
 Product Desc: PRIORITIES USA ACTIO  
 Estimate: 1521

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKYC	08/23/12	08/23/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$600.00		0.00						
E 16	WKYC	08/23/12	08/23/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	---T---	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
CH3 NWS MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$250.00		0.00						
E 17	WKYC	08/23/12	08/23/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$425.00		0.00						
E 18	WKYC	08/23/12	08/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$1,800.00		0.00						
E 19	WKYC	08/23/12	08/23/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$850.00		0.00						
E 20	WKYC	08/23/12	08/23/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$850.00		0.00						
E 21	WKYC	08/23/12	08/23/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$1,200.00		0.00						
E 22	WKYC	08/21/12	08/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-T-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
GOOD COMPNY TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$225.00		0.00						
E 23	WKYC	08/21/12	08/21/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$600.00		0.00						
E 24	WKYC	08/21/12	08/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$425.00		0.00						
E 25	WKYC	08/21/12	08/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$650.00		0.00						
E 26	WKYC	08/21/12	08/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$850.00		0.00						
E 27	WKYC	08/21/12	08/21/12		CM	7a-9a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

Order / Rev: 699889  
Alt Order #: 06235545  
Flight Dates: 08/21/12 - 08/27/12

Advertiser: Priorities USA Action  
Product Desc: PRIORITIES USA ACTIO  
Estimate: 1521  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9a Today Today Show											
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$850.00		0.00			
E 28	WKYC	08/22/12	08/22/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--W----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$225.00		0.00			
E 29	WKYC	08/22/12	08/22/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--W----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$500.00		0.00			
E 30	WKYC	08/22/12	08/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$650.00		0.00			
E 31	WKYC	08/22/12	08/22/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$850.00		0.00			
E 32	WKYC	08/22/12	08/22/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$1,200.00		0.00			
E 33	WKYC	08/22/12	08/22/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--W----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$375.00		0.00			
													Totals	33	\$23,500.00